

## ABSTRACT

The present invention is a puff heat transfer, a puff transfer composition, and a method of making a puff transfer composition. The puff transfer composition, i.e., ink, is actually loaded with the color. In particular, the transfer composition comprises effective amounts of a transfer base material, at least one pigment concentrate, and a puff base material. The transfer base material and the pigment concentrate may be mixed together and then loaded into the puff base material to form the transfer composition. The transfer composition may be deposited on a transfer sheet to make the heat transfer. The transfer sheet may be a substrate that is treated with quillon. By using a substrate sheet that is treated with quillon, the puff of the present invention has an improved, velvet-like feel when the transfer sheet is removed.